

Message Text

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PAGE 01 MILAN 00160 261259Z

ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W

-----261300Z 051061 /53

R 261117Z JAN 77

FM AMCONSUL MILAN

TO AMEMBASSY ROME

INFO SECSTATE WASHDC 5195

USDOC WASHDC

AMCONSUL FLORENCE

AMCONSUL GENOVA

AMCONSUL NAPLES

AMCONSUL PALERMO

AMCONSUL TRIESTE

AMCONSUL TURIN

UNCLAS MILAN 0160

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJECT: FOREIGN BUYER PROGRAM: SEPT. 1977 - NOV. 1978

REF (A) STATE 76 A-5757, (B) 76 ROME 20645, (C) PITTS/SKOL

TELCON 20 JAN 1977

1. MILAN CONGEN HAS REVIEWED LIST OF FOREIGN BUYER PROGRAM (FBP) EXHIBITIONS PROVIDED IN REF (A) AND WOULD LIKE TO RECEIVE MINIMUM OF 100 COPIES OF BROCHURES AND OTHER PROMOTIONAL MATERIAL ON EACH SHOW LISTED. THIS MATERIAL SHOULD REACH POST AT LEAST SIX MONTHS BEFORE DATE OF EVENT. BEST MEANS OF TRANSMISSION IS BY AIR PARCEL POST UTILIZING MILAN APO (NEW YORK 09689).

2. WE FEEL, DUE TO LIMITED RESOURCES (PERSONNEL AND FUNDS), CONCENTRATED EFFORTS ON SELECT NUMBER OF SHOWS WILL YIELD BEST RESULTS. CNSIDERING FY78 CCP PRIORITES AND MILAN TRADE CENTER EXHIITION SCHEDULE WE PLAN TO ACCENT UNCLASSIFIED

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FOLLOWING FOUR FBP SHOWS:

5-8 DECEMBER 1977: 36TH EXPOSITION OF CHEMICAL INDUSTRIES (CHICAGO)

12-15 FEBRUARY 1978: INTERNATIONAL EXPOSITION FOR FOOD PROCESSORS (CHICAGO)

6-15 SEPTEMBER 1978: INTERNATIONAL MACHINE TOOL SHOW

(CHICAGO)

15-19 OCTOBER 1978: INTERNATIONAL AUTOMATION CONFERENCE
AND EXHIBITION (PHILADELPHIA).

SINCE BROADER PROMOTION PLANNED FOR THESE EVENTS, WE REQUIRE
AT LEAST 300 COPIES OF ALL PERTINENT MATERIAL.

TWO ADDITIONAL SHOWS WHICH WE FEEL HAVE PROMISE ARE:

14-19 OCTOBER 1978: INTERNATIONAL PUBLIC WORKS CONGRESS
AND EQUIPMENT SHOW (BOSTON)

5-9 NOVEMBER 1978: FOOD AND DAIRY EXPOSITION '78 (ANAHEIM)
DECISION ON PROMOTION EFFORTS FOR THEM WILL BE MADE IN
CONSULTATION WITH COMSEC ROME.

3. WE HAVE VIEWED FILM "MARKETPLACE USA" ON LOAN FROM
USIS, ROME, AND BELIEVE IT CAN BE USED TO PROMOTE
CONCEPT OF FBP TO TRAVEL INDUSTRY REPRESENTATIVES AND
POSSIBLY MEETINGS OF SELECTED TRADE ASSOCIATIONS AND
OTHER BUSINESS GROUPS. HOWEVER, ENGLISH SOUND TRACK
SERIOUSLY LIMIT ITS UTILITY. IF ITALIAN VERSION NOT AVAILABLE,
WHAT IS FEASIBILITY OF PRODUCING ONE FOR COUNTRY-WIDE USE?FINA

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Message Attributes

Automatic Decaptoning: X
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Channel Indicators: n/a
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Concepts: n/a
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Disposition Case Number: n/a
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Handling Restrictions: n/a
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE 76, 76 ROME 20645
Retention: 0
Review Action: RELEASED, APPROVED
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Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3497220
Secure: OPEN
Status: NATIVE
Subject: FOREIGN BUYER PROGRAM: SEPT. 1977 - NOV. 1978
TAGS: BEXP, IT
To: ROME
Type: TE
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Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009